

Message Text

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PAGE 01 TOKYO 02374 180942Z

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ACTION EA-09

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E.O. 11652: N/A
TAGS: ETRD
SUBJECT: WEEKLY HIGHLIGHTS

SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DRIN WEEK
ENDING FEBRUARY 14.

JW-6-491

1. USTS/TOKYO THIS WEEK APPOINTED 23 NEW TRAVEL PLANNING CENTERS AND CANCELLED 4 EXISTING APPOINTMENTS, MAKING THE TOTAL TPC LOCATIONS IN JAPAN 115 OUTLETS REPRESENTING SEVEN TOP VISIT USA PRODUCING TRAVEL AGENCIES: JAPAN TRAVEL BUREAU, NIPPON EXPRESS CO., KINKI NIPPON TORIST, NIPPON TRAVEL AGENCY, TOKYU TOURIST CORP., HANKYU EXPRESS INTERNATIONAL, AND FUJI TOURS INTERNATIONAL. THIS WAS AN EFFORT TO REEXAMINE THE YEAR-OLD JAPA TPC PROGRAM AND TO ASSURE INCREASED EFFECTIVENESS OF THIS IMPORTANT SALES DEVELOPMENT PROJECT.

2. THE 300,000 FIRST PRINTING OF THE "MADE IN USA" CATALOG ISSUED IN DECEMBER UNDER USTS/TOKYO EDITORIAL SUPPORT IS A COMPLETE SELLOUT. IN ADDITION, THE TIED-IN TOUR PACKAGE WITH HIGHLIGHTS SHOPPING ATTRACTIONS HAS 25 CUSTOMER BOOKINGS TO DATE. THE TWELVE-DAY TOUR PRICED AT DOLS1,150 DEPARTS FEBRUARY 29. FEATURED DESTINATIONS ARE NEW YORK CITY, CAMBRIDGE, WOODSTOCK AND FREEPORT IN NEW YORK, BOSTON, BERKELEY AND SAN FRANCISCO.

3. USTS/TOKYO ALSO RENDERED MEDIA SUPPORT ON THE FOLLOWING PROJECTS: A) THE BUNKA PUBLISHING COMPANY FOR PRODUCTION OF A
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PAGE 02 TOKYO 02374 180942Z

300-PAGE NEW YORK USA CATALOG WORTH OVER DOLS550,000 IN PURE

EDITORIAL VALUE. THIS NEW PROJECT FOR THE POST-BICENTENNIAL PERIOD AGAIN TARGETS THE AFFLUENT YOUNG FEMALE CONSUMER IN THE JAPAN MARKET. BUNKA ALSO HAS TENTATIVE PLANS TO FEATURE OTHER USA MAINLAND CITIES WITH SIMILAR CATALOG-TYPE EDITORIAL TREATMENT IN FUTURE. B) THE 150,000-CIRCULATION FOR LIFE MAGAZINE FOR PRODUCTION OF THREE SPECIAL FEATURES ON USA MAINLAND MUSIC ATTRACTIONS TOTALING 314 PAGES WORTH MORE THAN DOLS180,000 FOR PUBLICATION IN SEPTEMBER, OCTOBER AND DECEMBER 1976. HODGSON

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